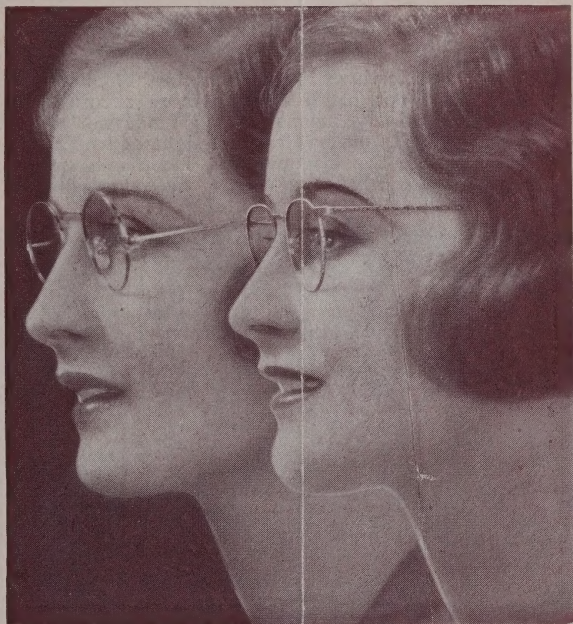


Established
1911.

MAURICE

Telephone :
Museum 4562.



Old Style

New "Surveyor" Frame
High sides give wider vision

See page 6

ESTABLISHED TWENTY-TWO YEARS FOR OPHTHALMIC SERVICE ONLY

MAURICE'S Establishment is about fifty yards north from the exit of the Edgware, Highgate and Morden, and Central London Tube Railways. It forms part of the façade of the Y.M.C.A. building. It is easy to find. Make an appointment by telephone to-day.



MAURICE (1931) LIMITED
259a, TOTTENHAM COURT ROAD
LONDON - - - W.1

TELEPHONE
MUSEUM
— 4562 —



SIGHT-TESTING

THE method of testing with an uncomfortable, heavy "trial frame" is out of date. Far more accurate results are obtained by means of the modern "suspended unit," which contains every kind and sight of lenses. These are revolved before the eyes without inconvenience or discomfort, and make what has usually been regarded as an unpleasant ordeal an interesting experience.

Examination of the eyes by this means will reveal unerringly if anything is not right.

The eyesight examination is done by ophthalmic opticians of wide experience, holding qualifications from the examining bodies of the Spectacle Makers' Company and the British Optical Association.

Messrs. Maurice have been established for twenty-one years for OPTHALMIC SERVICE ONLY.

Oculists' prescriptions always receive special care and attention.

Lenses are supplied that offer new and valuable advantages to the wearer. Some of these are mentioned in the succeeding pages.

APPEARANCE

IT is undeniable that pince-nez or spectacles add something to the appearance of some people. They make them look more capable, smarter and attractive. In such cases, not only have the lenses been skilfully prescribed to correct the visual defect, but the frame has been adapted and fitted to conform to the features, and so an artistic effect is produced. This is the MAURICE process—perfect vision with the best type of lenses to give all possible benefit visually, and the supply of mountings of unusual and distinctive character to secure comfort, dignity and beauty.

This does not of necessity mean increased cost, but it involves special skill, experience and good taste. MAURICE prices conform to present-day conditions.

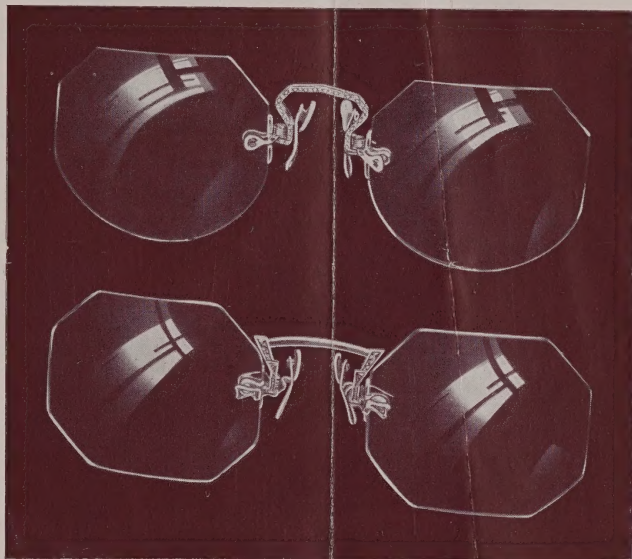
The illustrations and descriptions in the following pages will give an idea of some designs in modern lens mountings for the eyes. A personal visit will be welcomed, and enable the merits of the latest improvements to be understood and appreciated. There is no obligation to purchase.





YOUR HEALTH and EYES

demand that your vision should be tested at frequent intervals. Such an examination will reveal unerringly if anything is not as it should be. Middle age is a time when the system can afford no leaks in nervous energy, and an uncorrected defect of vision is certainly that. Ninety per cent of desk and other close workers over the age of forty-five, and many between forty and forty-five years suffer a reduction in efficiency through eyestrain, which could be relieved by



Beautiful Pince-nez.

wearing suitable spectacles, and its consequent detrimental effect on the nervous system obviated. Improvements in output from five to forty per cent and in work of many kinds have resulted from the correction of the operatives' vision.

Women, no less than men, require to guard against the pernicious effects of unsuitable glasses or none at all.

Many children are thought stupid, careless or indifferent, while unsuspected eyesight defects are the real cause of the trouble.

Efficiency is the basis of success and anything that militates against it may have serious consequences. Eyesight correction ensures the maximum of comfort and the best possible conditions for work or sport.

Have your eyes tested by Maurice, Ltd., and see if any help can be given. It will be found worth while.

**WELLCOME
LIBRARY**

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WW 350

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LENSES for SPECTACLES

It is vitally important that lenses of the finest quality only should be used in spectacles and pince-nez. Maurice, Ltd. supply them of the very best British manufacture only. Lenses are made in several different patterns, some of recent design offer unexpected advantages to the wearer. Their "Maurcite" Toric Lens is widely known and appreciated.

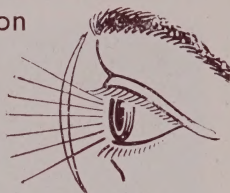
MAURCITE TORIC LENSES

for Wide Vision



Flat Lens.

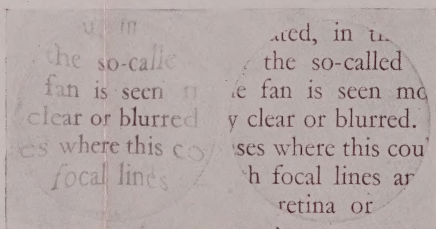
TORIC LENSES
will give you an
infinitely wider
range of vision.



Toric Lens.

The advantage of the Toric lens has been carried further. By an improved method of making, a wider degree of clear vision has been given so that everything can be viewed with sharpness to the extreme edge.

The illustration herewith conveys a graphic idea of what is meant. The "Maurcite" Toric Lens is the most efficient one that has yet been produced.



TYPE SEEN THROUGH
AN ORDINARY LENS

TYPE SEEN THROUGH A
"MAURCITE" TORIC LENS



UNSPLINTERABLE LENSES

Very thin ; made to any prescription. Invaluable for Tennis, Cricket, Golf, Football, Shooting, etc. Specially recommended for factory use.

Designs of frames, safety lenses and protective devices for industrial use will be submitted on receipt of particulars.

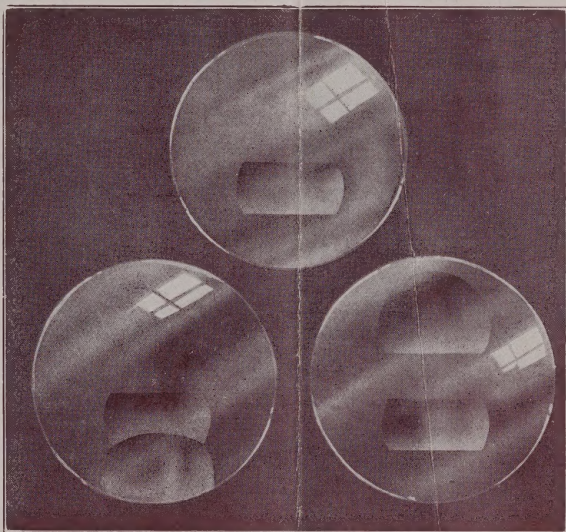


TWIN-SIGHT LENSES

WITH NEW FEATURES

In addition to the ordinary lenses with either reading or distance correction, or with a correction for astigmatism, there are lenses made with two sights or even more. Such lenses render unnecessary the carrying of two pairs of glasses.

Further, by a patented improvement, the new "Univis"



bifocal lenses are so devised as to overcome the great disadvantage that is associated with ordinary bifocal lenses.

The new patent "Univis" bifocal lens has a reading segment fused into it as shown in the upper part of the illustration. Vision below the segment is through the distance lens only, so that the ground is clearly visible.

The two lower lenses illustrated are provided with an extra sight for intermediate distance.

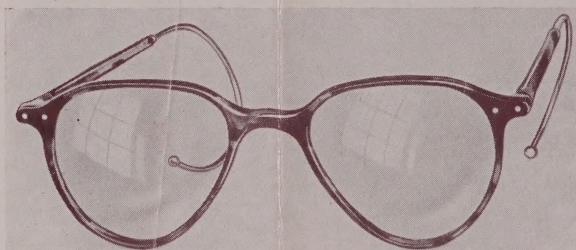
This "Univis" trifocal speciality is most valuable to card players, musicians, and many others. The prices in shop windows and the pictures in a gallery are neither near nor far, but may be clearly seen with this extra sight in the "Univis" lens.

Maurice specialises in lenses and frames of better design, that give unexpected advantages and greater comfort.

MAURICE 'SURVEYOR' FRAMES

On the front page and in the illustration below the new "Surveyor" Frame is depicted.

Another example on page 7 also shows that the side pieces on this frame are mounted higher than has hitherto been usual, and enable a complete corner view or unobstructed side glance to be obtained. It is just that little more that is so much which makes an improvement of this kind so valuable at a critical moment to motorists, sportsmen, etc.



New "Surveyor" Frame with sides mounted high out of the line of vision. Gives the widest view in every direction.

(See also illustration on front page.)

The shape of the lenses can be varied to suit the face and increase the utility and width of outlook. Made in many sizes and materials.

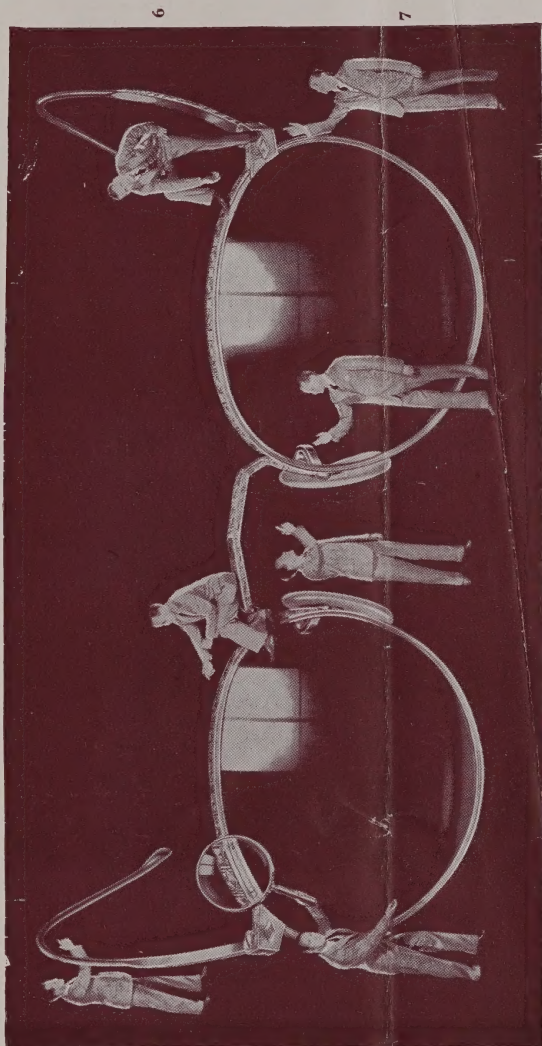
SCARRED AND PAINFUL NOSES

The mark or ridge on the bridge of the nose has been an accepted infliction from early times. It is no longer necessary and certainly is not desirable. It is obviated by the recently introduced MAURICE "Velvet Grip" which slightly presses on the *sides* of the nose, leaving the bridge untouched. The pressure is so nicely regulated that all discomfort is overcome. Illustrations of Velvet Grip fittings on frames will be found on pages 3 and 7.

NO MORE DISFIGURED NOSES.

MODERN SPECTACLE FRAMES

THE MAURICE INNOVATION



This is an ideal pattern for continual use. Every feature has received mature thought, and it embodies the experience of frame-making of many years. And it is strikingly handsome, distinguished and dignified, but not ostentatious. A sample will be sent for inspection on request. The figures represent the following features:—

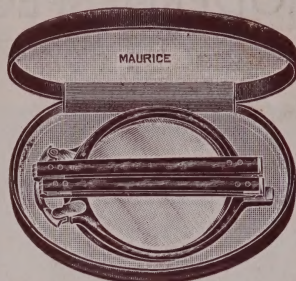
- 1.—Corner-view sides, secure and comfortable, will not slip.
- 2.—The engraving on the white gold is delicately executed, there can be no reflections in the eyes.
- 3.—No waste of glass or unnecessary size, yet comely and made exactly to fit in every case.
- 4.—The Grecian bridge never marks the nose, the actual fitting being made on 5.—The neat adjustable pads.
- 6.—The corner-view sides are placed high up on the frame and give an unobstructed view at the sides.
- 7.—The joints are of novel construction obviating loosening and drooping.



SPECTACLES FOR SPECIAL OCCASIONS

FOLDING SPECTACLES

They can be carried in a hand-bag or a waistcoat pocket. They are contained in a flat case measuring $3 \times 2\frac{3}{8} \times \frac{5}{8}$ in. The spectacles are simple to fold and when worn are as convenient as non-folding spectacles.



REPAIRS

Repairs to spectacles and pince-nez can be done at the shortest notice—frequently on the spot while you wait.

MAURICE (1931) LTD.

Qualified Opticians always in attendance.

Registered by The Joint Council of Qualified Opticians for Sight-Testing and Ophthalmic Treatment under the National Health Insurance Acts.

PRICES for SPECTACLES & EYEGLASSES

CLASS 1—

White Metal (Gold-lined Bridge) Rimmed Spectacles or Eyeglasses or Rimless Eyeglasses :					
With spherical lenses	..	..	..	..	5s. 0d.
With sphero-cylindrical lenses	..	..	..	..	10s. 0d.

CLASS 2—

Gold-filled Rimmed Spectacles or Eyeglasses or Rimless Eyeglasses :					
With spherical lenses	..	..	..	..	12s. 6d.
With sphero-cylindrical lenses	..	..	..	..	17s. 6d.

CLASS 3—

Gold-filled Rimmed Spectacles, with Xylo covered rims ; Imitation Shell, straight or bent-over sides, Rimmed Spectacles ; Imitation Shell, with gold-filled curl sides :					
Two patterns Gold-filled Rimmed Eyeglasses, with Xylo covered rims :					
Gold-filled Rimless Spectacles :					
With spherical lenses	..	..	..	..	£1 0 0
With sphero-cylindrical lenses	..	..	..	..	£1 5 0